

MAR 31 1924

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

The Fighting Coward - seven reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
The Fighting Voward	3-31-24	©CIL 20039

The return of the above copies was requested by the said
Company, by its agent and attorney on the 31st day of
March, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski

MAR 31 1924 7

©CIL 20039 C

THE FIGHTING COWARD

Photoplay in seven reels

From the Play "MAGNOLIA"

by Booth Tarkington

Directed by James Cruze

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

MAR 31 1924

"The Fighting Coward" is 7 Reels — 6501 Feet Long

P A R A

PRESS

Adolph Zukor
A JAMES
"THE FIGHTING COWARD"
With Ernest Torrence
Phyllis Hav
From the play "Mr.
Screen pl
A Par

PURPOSE: To Help Yo

©CIL 20039

"The Fighting Coward", Ta Big Gold-Getter from Ja

PUTTING IT OVER RIGHT

Put "The Fighting Coward" over as a comedy. It has its love scenes and its melodramatic shooting sprees, but chiefly it's a comedy. James Cruze is famous for his comedy. So is Booth Tarkington. So is Ernest Torrence, the only comic "heavy" extant. The acting and the titles all turn toward comedy in this picture.

Tell them that this picture was made by the producer of "The Covered Wagon" (which is famous for its comedy, among other things). "Ruggles of Red Gap" (in which Torrence was again the comic lead). "Hollywood," and "To the Ladies." Tell them it was written by the author of "Clarence."

The plot of the picture concerns a weakling, who develops into a holy terror. That suggests exploitation stunts with yellow. One idea with yellow is worked out in the cover of the herald. A picture of the hero (Cullen Landis) is shown, and under him runs a yellow streak. In the streak is lettered, "Watch me blot out this yellow streak," and the words "The Fighting Coward" are signed to it in script.

If you could get permission to paint yellow streaks in places about town and then run an ad or get up a throw-away with this message: "Watch me blot out the yellow streak in this town. The Fighting Coward", it would be a good stunt. But get us right: We are not advocating smearing ugly yellow paint around where it isn't wanted and getting in bad with everybody, including the police.

Have a man paint his face yellow, or wear yellow clothes or both, and walk around town with this sign, "If you think I'm yellow, see me at the Theatre. The Fighting Coward."

Southern stuff is appropriate for prologues to this picture. Darkies playing banjos and singing a medley of Southern songs in a cotton field setting is a suggestion.

How about a tie-up with the Coward shoe people?

Southern dialect is used in practically all the titles throughout the picture. You might frame your ad copy along those lines.

Remember that this picture is as accurate a portrayal of the Southern side of American life in 1850 as "The Covered Wagon" is of the Western side in the same period. James Cruze made 'em both.

The original name of the story was "Magnolia," which suggests a possible tie-up with the Magnolia condensed milk people, one of the

Just as "The Covered Wagon" is a story of the winning of the West, "The Fighting Coward" is a comedy-romance of the old "befo' the wah" days.

duelling, gambling and hard licker.

By making this picture on the actual locale of the story, along the neighborhood of Natchez, Cruze has recaptured all the colorful atmosphere of the old days.

This picture, aside from being a rattling good love story, is going to be an accurate historical document like "The Covered Wagon."

Greatest Romantic Comedy



YES, suh, he was nothin' but a mis'able, finchin' coward. But when he becomes a regular treat-em-rough, eat-em-alive wild man—well, suh, you'll just laugh yo'self into hysterics, that's all!

The best Cruze comedy yet!

"The Fighting

Four-column Newspaper Advertisement 4A.

Biographies

"THE FIGHTING COWARD"

is the FIFTH

Adolph Zukor and Jesse L. Lasky present
A JAMES CRUZE Production
THE FIGHTING COWARD
with Ernest Torrence, Mary Astor, Noah Beery,
Phyllis Haver and Cullen Landis
From the play "Magnolia" by Booth Tarkington
Screen play by Walter Woods
A Paramount Picture

SHEET

To Help You Sell the Picture to the Public.

Tarkington Tale, is Another in James "Covered Wagon" Cruze

ing of the West, "The Fight-
vah" days of the South, the
light, passion.

story, along the Mississippi in
the colorful, romantic atmos-

story, is going to be hailed as
on."

Adapted from Tarkington's
Latest and Greatest Stage
Comedy Success, "Magnolia"

Comedy Ever Screened!



Adolph Zukor and Jesse L. Lasky
present A

James CRUZE
PRODUCTION

WITH
ERNEST TORRENCE
MARY ASTOR
NOAH BEERY
PHYLLIS HAVER
CULLEN LANDIS
A Paramount Picture

ing Coward"

vertisement 4A. (Mats Only)

NG COWARD"

FIFTH

ZE SUCCESS

Please Notice

Title—"The Fighting Coward."

Played by All-Star Cast Headed by
Ernest Torrence and Mary Astor

AFTER "The Covered Wagon," "Hollywood," "Ruggles of
Red Gap," and "To the Ladies," Jim Cruze is solid gold at
any box-office in the land.

What Cruze is to the picture business, Booth Tarkington is
to the writing game—universally known as a producer of grade
AA entertainment.

"The Fighting Coward" is Cruze and Tarkington in combina-
tion. It's Tarkington's latest and greatest stage play which was
one of the outstanding hits on Broadway last season.

CAST

Gen. Orlando Jackson.....	Ernest Torrence
Lucy.....	Mary Astor
Blackie.....	Noah Beery
Tom Rumford.....	Cullen Landis
Elvira.....	Phyllis Haver
Major Patterson.....	G. Raymond Nye
Joe Patterson.....	Richard Neal
Mexico (Octoroon).....	Carmen Phillips
General Rumford.....	Bruce Covington
Mrs. Rumford.....	Helen Dunbar
Rumbo.....	Frank Jonasson

SYNOPSIS IN BRIEF

Tom Rumford is Southern-born but is brought up by Quaker
relatives in Philadelphia.

At the age of twenty-one he returns to his folks' mansion on the
Mississippi (the time is about 1850) and becomes engaged to his
pretty cousin, Elvira.

Released from jail where he has been serving a sentence for duel-
ling, Major Patterson, also interested in Elvira and finding Tom in
his way, promptly challenges him to a gun fight. Tom, not under-
standing the Southern duelling code, refuses. His family, aghast,
practically drive him from home. Elvira's younger sister, Lucy, is the
only sympathetic one.

In a Mississippi shore-front gambling house Tom meets the noto-
rious card shark and gun-fighter, Gen. Orlando Jackson. Jackson
is interested in the boy, and, under the former's teaching, Tom de-
velopes into the most famous and dangerous shooting man along
the Mississippi. He is known as "Cunnel" Blake.

When Tom returns to his folks' mansion several years later,
they see him as "Cunnel" Blake and are scared to death of him.
He makes monkeys out of everybody who once called him a coward.
Only to Lucy does he confess who he is and that he has never killed
anybody, having won his name as a killer on bluff and noise alone.
She tells him she loves him.

LEADING PLAYERS

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Remember that this picture is as accurate a portrayal of the Southern side of American life in 1850 as "The Covered Wagon" is of the Western side in the same period. James Cruze made 'em both.

The original name of the story was "Magnolia," which suggests a possible tie-up with the Magnolia condensed milk people, one of the largest concerns in the business, and with grocers handling condensed milk.

If you are located in a Mississippi River town the stills from "The Fighting Coward" showing the old steamers, docks, etc. of 75 years back will be an attractive display in store windows.

Teaser Suggestion: "I will be innext..... to do a little high class shooting 'The Fighting Coward.'"

In a wild baboon from the Great Dismal Swamps of Florida. 'The Fighting Coward.'

"I used to be yellow but now I see red. 'The Fighting Coward.'"

"Woodrow Wilson said, 'There is such a thing as being too proud to fight.' I say, 'There is such a thing as being too clever to fight.' 'The Fighting Coward.'"

Book by James Cruze in filming test production for Paramount, 'The Fighting Coward.'

producer, who carried a large number of players and technicians on the Mississippi river, Mark Twain's book was held highest respect by old-timers, say it is a true portrait of the life of 1850 according to the tradition which came to them through parents.

Advertise and exploit—these are the watchwords of the hour in the picture business. There isn't a picture made today that won't return greater profits if you give it an advertising run for the money that's in it. Let this press sheet be your guide to the Big Money. In these pages you will find ads, publicity stories, facts, and exploitation hints galore.

Greatest Romantic Comedy



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The best Cruze comedy yet!

"The Fighting Coward"

Four-column Newspaper Advertisement 4A.

Biographies

Ernest Torrence—Born in Edinburgh, Scotland. Began his professional career in 1901. Played in musical comedy and light opera for ten years. First appeared in pictures in this country in "Tol'able David." Made the hit of his screen career in "The Covered Wagon." Also appeared in "Ruggles of Red Gap" and "West of the Water Tower." Ernest's brother, David, also plays on the screen.

Mary Astor—Born in Quincy, Ill. Her first picture work was "The Beggar Maid." Her latest successful productions include "Bright Shawl," "The Marriage Maker," and "Beau Brummel."

Noah Berry—Born in Kansas City, Mo. Berry is one of the foremost heavy actors on the screen today. For Paramount was seen in "To the Last Man," "The Call of the Canyon," "The Heritage of the Desert."

Cullen Landis—Born in Nashville, Tenn. Got little encouragement in his ambitions to become a newspaper reporter. In the picture game has appeared in "The Famous Mrs. Fair," "The Fog," "Masters of Men" and others.

Phyllis Haver—Born in Douglas, Kan. Was once Mack Sennett's niftiest bathing beauty. Had her first fling at the drama in "The Christian" and played in "Wild Bill Hickok."

"THE FIGHTING COWARD"
is the FIFTH
JAMES CRUZE SUCCESS
in a Row!

*Have you played the other big
Cruze box-office knockouts?*

"THE COVERED WAGON"

The world's greatest picture

"HOLLYWOOD"

30 film stars, 60 celebrities

"RUGGLES OF RED GAP"

The Western comedy scream

"TO THE LADIES"

The comedy side of business

And these coming soon

"MERTON OF THE MOVIES"

Glenn Hunter starring in his greatest stage success

"THE ENEMY SEX"

Betty Compson playing with fire

*Cruze always means Big Money.
Book every Cruze picture you can*

medy Ever Screened!



Adolph Zukor and Jesse L. Lasky
present A

James CRUZE
PRODUCTION

WITH
ERNEST TORRENCE
MARY ASTOR
NOAH BEERY
PHYLLIS HAVER
CULLEN LANDIS
A Paramount Picture

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Please Notice

Title—"The Fighting Coward."

Producer — James Cruze, who made "The Covered Wagon," "Hollywood," "Ruggles of Red Gap," "To the Ladies."

Author—Booth Tarkington, who wrote "Clarence," "Pied Piper, Malone," "Monsieur Beaucaire," "Alice Adams," "Boy of Mine," and others.

Featured Players — Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver, Cullen Landis.

Origin of Story—From Tarkington's successful stage comedy, "Magnolia," which starred Leo Carillo and played on Broadway in 1923.

Type of Picture—Romantic comedy with melodramatic trimmings. Locale is the South of 1850.

Story in Brief—A young Southerner loves a flirt. He is driven from home because he won't fight a duel. Trained by a notorious gun-fighter, he becomes notorious as a "bad man," though his rep is founded solely on bluff. Returning home, he gets even with his enemies and marries the flirt's younger sister.

Scenario Writer—Walter Woods.

Cameraman—Karl Brown, who photographed "The Covered Wagon" and the other Cruze successes.

Ernest Torrence and Mary Astor

AFTER "The Covered Wagon," "Hollywood," "Ruggles of Red Gap," and "To the Ladies," Jim Cruze is solid gold at any box-office in the land.

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SYNOPSIS IN BRIEF

Tom Rumford is Southern-born but is brought up by Quaker relatives in Philadelphia.

At the age of twenty-one he returns to his folks' mansion on the Mississippi (the time is about 1850) and becomes engaged to his pretty cousin, Elvira.

Released from jail where he has been serving a sentence for duelling, Major Patterson, also interested in Elvira and finding Tom in his way, promptly challenges him to a gun fight. Tom, not understanding the Southern duelling code, refuses. His family, aghast, practically drive him from home. Elvira's younger sister, Lucy, is the only sympathetic one.

In a Mississippi shore-front gambling house Tom meets the notorious card shark and gun-fighter, Gen. Orlando Jackson. Jackson is interested in the boy, and, under the former's teaching, Tom develops into the most famous and dangerous shooting man along the Mississippi. He is known as "Cunnel" Blake.

When Tom returns to his folks' mansion several years later, they see him as "Cunnel" Blake and are scared to death of him. He makes monkeys out of everybody who once called him a coward. Only to Lucy does he confess who he is and that he has never killed anybody, having won his name as a killer on bluff and noise alone.

She tells him she loves him.

LEADING PLAYERS

Can you imagine Ernest Torrence as "General Orlando Jackson," big, roaring, scowling, hard-drinking Mississippi gambling man who could scare an ordinary mortal into his grave just by shooting a glance at him from under those shaggy eyebrows?

It's the same kind of a role he had in "The Covered Wagon," and Torrence duplicates that success.

Mary Astor, last seen with John Barrymore in "Beau Brummel," is "Lucy."

Noah Beery, the screen's foremost straight heavy, has a characteristic part as "Blackie," Mississippi roustabout and fighting man.

Cullen Landis, one of the most popular of the younger leading men in pictures and a handsome manly young Southerner of the black-eyes-and-curly-hair type that the ladies love, plays the hero.

Phyllis Haver, former Mack Sennett beauty, is the fickle "Elvira."

HIGHLIGHTS

A new name will have to be invented for the kind of picture James Cruze has made in "The Fighting Coward."

It is a terrific drama—the drama of a pretty boy being turned by scorn into a man-eater! But it is drama blown across by gale after gale of laughter, absolutely uncontrollable delight at seeing milk curdled to blood!

This picture kids the whole tradition of risking your life for a hasty word.

There are so many well-calculated insults and guns pulled that you feel sure you won't be able to draw four more breaths before somebody passes out!

And pass out they do, with the audience's motometer showing even higher temperature.

"The Fighting Coward" not only opens a great new vein of drama and comedy drenched with a new kind of nervous excitement and surprise, but it absolutely convinces you that Cruze and all the cast had a wonderful time making it!

If after seeing it, any exhibitor can place his hand on his heart and honestly swear that he did not enjoy it like beef-steak after a day's fast, why, we will buy him the most expensive derby on Fifth Avenue.

"The Fighting Coward" will create its own audiences everywhere after one showing.

Get 'em in once and Human Nature will do the rest!



James Cruze's "The ADS AND AIDS THAT PA

NOTE TO EXHIBITORS: *Your Paramount Exchange
Also cuts of one, two and two-column suppl*

Trailers Build Business!

National Screen Service, Inc., with offices at 126 West 46th Street, New York; 845 South Wabash Avenue, Chicago; 917 So. Olive Street, Los Angeles, Cal.; and 284 Turk Street, San Francisco, furnishes good trailers on all Paramount pictures.

On all releases National Screen Service has a Service Trailer consisting of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

On certain special productions National Screen Service has a DeLuxe Trailer consisting of beautiful art titles and 200 feet of scenes. This is in every respect a quality article worthy of the production it advertises. DeLuxe Trailers cost \$15.00 during the first sixty days after release date and \$10.00 after the first sixty days. A refund of \$2.50 is allowed if returned within three weeks of shipment.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25.00 monthly.

The following Paramount exchanges have these trailers in stock: Salt Lake City, Denver, Seattle, Portland, Oregon; Atlanta, New Orleans, Charlotte, Dallas, Oklahoma City, Minneapolis, Des Moines, Omaha, and Sioux Falls.

Ask the booker at any of these exchanges.

Or order direct from National Screen Service, Inc.

*You can get an excellent Service
Trailer on "The Fighting Coward"*

WIRE OR WRITE—GIVING EXACT PLAY DATES.



Phyllis Haver and Cullen Landis in a scene from the Paramount Picture "The Fighting Coward" A James Cruze Production

Two-column Production Mat 2P



Adolph Zukor and
Jesse L. Lasky present

"The Fighting Coward"

GENTLE as a kitten — then suddenly transformed into a roaring lion, whose growl made brave men quiver and ladies grow fond. That's the lovable, laughable hero in the funniest comedy ever.

Three-column Newspaper Advertisement

This Herald M

Here's a curiosity-arousing, money-getting idea! The streak's yellow and eye-compelling.

Inside pages contain strong scenes and talk of the seat-selling kind.

Back page is left blank for theatre name, dates, etc.

Ask the ad sales manager at your exchange to


Adolph Zukor - Jesse L. Lasky
present a
JAMES CRUZE
PRODUCTION



ze's "The Fighting Coward"

AT PACK A WINNING PUNCH

mount Exchange has mats of all the ads illustrated in this Press Book.
 o-column supplementary ads. See Price List on Page 4.

WITH
ERNEST TORRENCE
MARY ASTOR
NOAH BEERY
PHYLLIS HAVER
CULLEN LANDIS

A JAMES
CRUZE
 PRODUCTION

a
 Paramount
 Picture

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n Newspaper Advertisement 3A (Mats Only)



Ernest Torrence
 in the Paramount Picture
 "The Fighting Coward"

Production Mat 1PA
 (Five Cents Each)

Production scenes make ads
 too. Add copy and border.



Mary Astor
 in the Paramount Picture
 "The Fighting Coward"

Production Mat 1PB

RIALTO

Adolph Zukor ~ Jesse L. Lasky
 present a
JAMES CRUZE
 PRODUCTION



"The Fighting Coward"

with Ernest Torrence
 Mary Astor
 Noah Beery

I T'S a Cruze
 comedy! The
 biggest laughing
 hit Cruze ever
 made! — and he
 gave you "To
 the Ladies,"
 "Ruggles," "Hol-
 lywood" and
 other big laugh-
 makers!



From the play "Magnolia" by
 Booth Tarkington—Screen play
 written by Walter Woods

One-column Press Ad 1A

In ordering mats and
 electros be sure to mention
 numbers under each cut.

rald Means Money!

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See me
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Ad or Program Paragraphs

From poems and butterflies to pistols and blood. From a lov-
 able, peaceable lover to a raging, laughable man-eater. You'll never
 stop laughing at the side-splitting adventures of "The Fighting
 Coward."

Better be in a ringside seat when "The Fighting Coward" finds
 his nerve. And makes frazzled pulp out of the most notorious gun-
 fighter on the 'sippi shore.

The hilarious adventures of a likeable young coward who de-
 veloped courage, and became the self-styled "great unchained alli-
 gator of the dismal Florida swamps."

Don't miss Cruze's screaming version of Tarkington's famous
 play, "Magnolia."

Here's a COMEDY! One that honestly deserves to be spelled
 in capital letters! One that will make you laugh as you've never
 laughed before! Make sure you see it!

Branded the biggest comedy in the South...

Screen Service on all productions at the cost of \$25.00 monthly.

The following Paramount exchanges have these trailers in stock: Salt Lake City, Denver, Seattle, Portland, Oregon; Atlanta, New Orleans, Charlotte, Dallas, Oklahoma City, Minneapolis, Des Moines, Omaha, and Sioux Falls.

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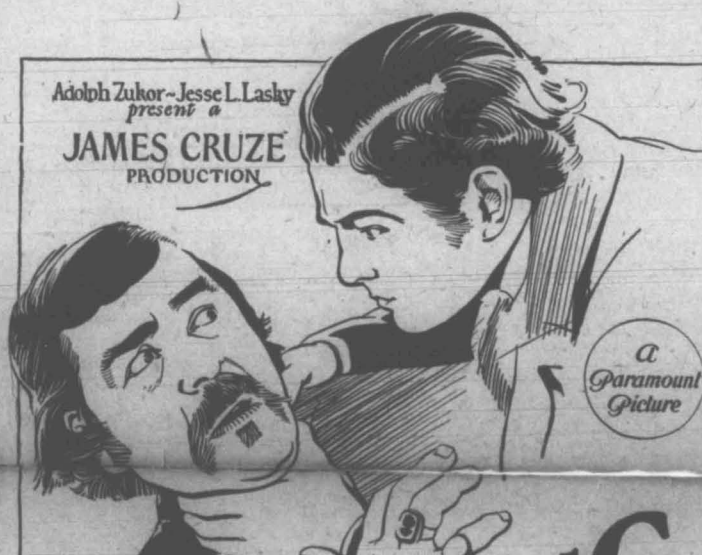
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Phyllis Haver and Cullen Landis in a scene from the Paramount Picture "The Fighting Coward" A James Cruze Production

Two-column Production Mat 2P



"The FIGHTING COWARD"

With
**Ernest Torrence
Mary Astor
Noah Beery**

AN expert accountant couldn't begin to figure the laughs in this clever comedy of the old-time South. And it's just as refreshingly new as it is riotously funny.

AND—it's a James Cruze production!

Two-column Press Advertisement 2A

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Back page is left blank for theatre name, dates, etc.

Ask the ad sales manager at your exchange to show you a sample.

Only \$3.00 per thousand!



Ernest Torrence, Cullen Landis and
Paramount Picture "The Fighting Coward"

Three-column Production

ing Coward



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edy

Newspaper Advertisement 3A (Mats Only)

Production scenes make ads too. Add copy and border.



Mary Astor
in the Paramount Picture
"The Fighting Coward"
Production Mat 1PB

A comedy! The biggest laughing hit Cruze ever made!—and he gave you "To the Ladies," "Ruggles," "Hollywood" and other big laugh-makers!



From the play "Magnolia" by Booth Tarkington—Screen play written by Walter Woods

One-column Press Ad 1A

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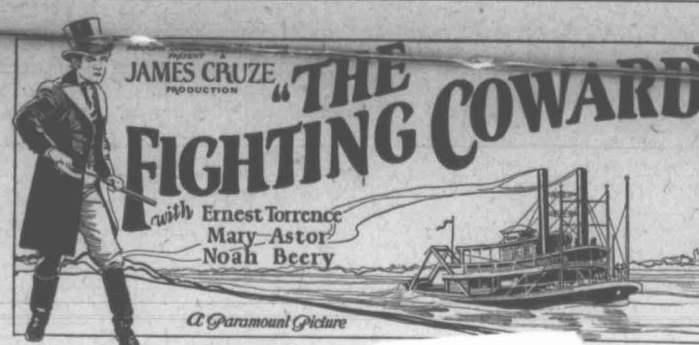
Branded the biggest coward in the South, turned away by his proud Southern sweetheart in humiliation and disgrace—and he came back the wildest eat-'em-alive fighting man ever known!

That's when you'll laugh the loudest at this speedy, always funny comedy-romance.



Allen Landis and Noah Beery in a scene from the "Fighting Coward" A James Cruze Production

Three-column Production Mat 3P



COME and see
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Howl while he g
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From the play "Magnolia" by Booth Tarkington
Written for the screen by Walter Woods

THEATRE NAME

Two-column Supplementary Press Ad 2AS



Tell Your Town About 'With the Good Publici

TRAVEL 4300 MILES FOR RIGHT LOCATIONS FOR NEW PICTURE

Cruze Unit Journeyed from Hollywood to Natchez, Miss., for "The Fighting Coward"

Original Locale of the Booth Tarkington Story

Claim Producer Has Done for the South and the Mississippi What He Did for the West and Oregon Trail in "The Covered Wagon"

James Cruze and his entire producing company of actors, actresses, electricians, carpenters, cameramen, extras, etc., traveled overland a distance of 4,300 miles from Hollywood to Natchez, Miss., for scenes for the new Paramount picture, "The Fighting Coward."

Within a short distance of the historic southern city, the man who made "The Covered Wagon," "Hollywood," "Ruggles of Red Gap," "To the Ladies" and other successes, found the exact locations called for in the Booth Tarkington story, one of southern life before the Civil War. Real old southern mansions, steamboats, levees and plantations serve as the background for the dramatic action.

Natchez turned out to be a man to assist the director in making his new production a faithful motion picture record of life in the South about 1850.

James Cruze has established a reputation for the notable casts of his productions, and the list of players, who appear in "The Fighting Coward," is of the same brilliant character as the rosters of "The Covered Wagon" and the rest.

Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis are featured in the picture, which opens at the Theatre next. Others include Carmen Phillips, Bruce Covington, Helen Dunbar and Frank Jonasson.

Landis has the role of Tom Rufford, southern born but northern bred, who returns to his home in the South and becomes engaged to his cousin. He encounters the terrible duelling code which prevails, and of which he is ignorant. He is challenged to a duel by a rival for the girl's hand, and refuses because he firmly believes that this is just a polite form of murder. He is driven from his home and deserted even by his sweetheart.

The story of his final triumph and the finding of a new love forms one of the strongest, not to say strangest, climaxes ever filmed.

Versatility Accounts for Torrence's Success

"Versatility" is a much-abused word, but an actor who can rise to screen fame and popularity by graphically portraying characters ranging from deep-dyed villains to virile and heroic he-men and inimitable comedians is versatile.

Such is Ernest Torrence, the "Jackson" of "The Covered Wagon," Cousin Egbert of "Ruggles of Red Gap," and now "Gen. Orlando Jackson" in "The Fighting Coward," which opens next at the Theatre.

Oddly enough, Torrence, who first gained fame on the screen in powerful but villainous characters, was a comedian of international note on the stage. In real life, he is known to his intimates as the most genial and kindly of men. Conjure in your imagination a man portraying such

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By Walter Woods

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The work of the Paramount research department was closely scrutinized by well informed residents of the Mississippi River district when the picture company arrived on location. Not a single inaccuracy was discovered.

The featured players in "The Fighting Coward" are Ernest Torrence, Mary Astor, Phyllis Haver and Cullen Landis.

Booth Tarkington is the author of the stage play, "Magnolia," from which the picture was adapted.

Thousands in Worthless Currency in New Cruze Production

Paper money worth hundreds of thousands eighty years ago but valueless today, is used in certain scenes of the latest James Cruze Paramount production, "The Fighting Coward," which will be the feature at the

Shuah Is Tough!

Cullen Landis, a true son of the Sunny South, possessed of a perfect southern accent, has found it equally useless on both the stage and screen.

During the years he appeared in stage productions, Landis was never given a southern role to play.

Today, featured with Ernest Torrence, Mary Astor, Noah Beery and Phyllis Haver in

James Cruze, Paramount production of "The Fighting Coward," shown at the Theatre on, he plays the part of a southern gentleman.

But the "silent drama" has no use for accent.

"The Fighting Coward" is a picturization of the stage play, "Magnolia," by Booth Tarkington. It deals with the days of the Old South, when a great part of the labor was carried on by slaves.

Noah Beery, "Bad Man," in His Wickedest Role

Noah Beery, motion picture, "bad man," plays the wickedest role in his entire screen career.

As "Blackie," he is officially credited with the killing of eighteen men in the latest James Cruze Paramount production, "The Fighting Coward," opening at the Theatre next

The story, by Booth Tarkington, takes place in 1848, when the duelling code was still active in the United States and when it was possible for men to commit murder under the guise of a duel.

Beery has appeared in many heavy roles, but this one is avowedly the "heaviest" of all.

Ernest Torrence also has a more or less villainous role in this production.

Other featured players are Mary Astor, Phyllis Haver and Cullen Landis.

The Notorious
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Also known as
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Teaser Suggestion

Get This Up as Though it Were
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out "The Fighting Coward" Publicity Stories on This Page



Covered Wagon' Director Never Rehearses Scene

Rehearsals Use Up Players' Energy and Destroy Enthusiasm

James Cruze is the only motion picture director who never rehearses a scene. He is confident upon the story that rehearsal uses up the player's energy and destroys the enthusiasm necessary to do convincing work, the man made "The Covered Wagon" believable in describing the scene thoroughly.

Confident the players will visualize the situation, he requests them to go through it once for the purpose of starting clicking only when the players to actually dramatize the scene.

Directing such players as Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis, who are featured in his latest production, "The Fighting Coward," James Cruze depends upon their knowledge of their art upon their ability as he described to portray the scene of the Booth Tarkington stage success, "Magnolia."

to Face With Ghosts of 70 Years Ago

The ghosts and realties of seventy years ago came face to face when James Cruze, in his newest production, "The Fighting Coward," entered a southern mansion and lived in the inhospitable conditions of pre-Civil War days.

Only after the newspapers in the town had published a front-page statement concerning Jonasson's make-up as a negro was he able to pass freely through the hotel. Ernest Torrence, Mary Astor and Cullen Landis have the principal roles in "The Fighting Coward," at the Theatre next.

Past-Masters in English, But Short on Information

Press agents of seventy years ago were masters of the dictionary but singularly short of information, according to James Cruze, whose latest production for Paramount, "The Fighting Coward," comes to the Theatre next.

In search of information concerning the cabin interiors of river steamboats in use on the Mississippi before the Civil War, Cruze instituted research work which brought to light a number of advertisements and circulars issued by transportation companies. The printed matter was filled with meaningless superlatives such as "unspeakably grand," "floating palaces," "unbelievably gorgeous," "incredible magnificence," and many other phrases of like nature.

Dueling Code Revived

Days When "Honor" Was Avenged by Death Brought Home in "The Fighting Coward"

Dueling has been revived for the benefit of motion picture audiences. Since the days of the Civil War, the stringency of the laws enacted against the so-called "code of honor" has prevented personal encounters with deadly weapons as a recognized custom.

Many men have been killed in combat, but the killings usually took place without the cold formalities, which made the old-time duel a glorified form of murder.

opening at the Theatre next

Even His Own Mother Wouldn't Recognize Him

Barred from a hotel because they thought he was a negro, Frank Jonasson, character actor, believes he has achieved a perfect make-up.

Playing a role in James Cruze's latest production for Paramount, "The Fighting Coward," Jonasson endured a series of insults and embarrassments during the time his company was working on location in Mississippi. Once, when he was observed leaving his bedroom with his make-up box, he was arrested for stealing, the alarm being raised by a maid. Another time, when he entered the hotel elevator with white guests, they left in a body and complained to the hotel clerk on duty. Several men threatened him with attack when he sat down in a rocking chair in the public lounge.

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The most reliable information was secured from several faded photographs of old river steamers made sixty years ago by a photographer in Natchez.

opening at the Theatre next

The picture was made from the recent stage success, "Magnolia," by Booth Tarkington. It deals with the Mississippi River country around 1848 when the dueling code was most active. Men were called out and killed for the most trivial offences against "honor."

Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis are featured in the principal roles of the story, which was adapted to the screen by Walter Woods, who wrote the scenarios for all the recent Cruze successes.

Magnificent Southern Mansion in New Picture

"The Fighting Coward," the latest James Cruze Paramount production, was partially filmed by a singular coincidence in a mansion at Natchez, Miss., which has borne the name of "Magnolia," the title of the Booth Tarkington stage success, from which this picture was adapted, for more than seventy years.

Among the many southern mansions which were examined with a view to use in "The Fighting Coward," the one finally selected was the only one which has remained unchanged by modern improvements or surroundings. Situated on a bluff about two miles from Natchez and overlooking the Mississippi river, Magnolia remains today one of the finest examples of southern architecture before the civil war.

Several fine old mansions overlooking the river in Natchez or the vicinity have been spoiled for motion picture purposes by modernization or by modern surroundings. One fine house close to the river is sandwiched between saw-mills and backed by railroads.

Only the house itself was used by James Cruze in producing "The Fighting Coward." The splendid gardens of "Monmouth," another southern mansion at Natchez, were used for some of the out door scenes in the picture.

The featured players in the production, which will be the feature at the Theatre on....., are Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis.

Difficulties Encountered Filming "Fighting Coward"

Unexpected difficulties were encountered by James Cruze in filming scenes for "The Fighting Coward," his latest production for Paramount, when the company arrived at Natchez, Miss., owing to the fact that the "father of waters" is practically without docks or wharves.

Although the Mississippi is one of the world's great trade arteries, nothing in the way of landing structures can be built except at New Orleans and other very large centres. The reason lies in the fact that the capricious river changes its level and its width with great frequency, sweeping away or submerging landing structures.

At one time landing floats and movable docks constructed of old boats were tried but proved impracticable.

Catchlines

You could find use for the following as either ad or program paragraphs.

"I'm the wildest orang-outang in the twenty-four United States."

"I'm the unchained alligator of the great dismal Florida swamps!"

"The pine woods wither when I snort."

"I'm the notorious Cunnel Blake."

"THE FIGHTING COWARD!"

GRAND DUEL
THE FIGHTING COWARD
(The Notorious Cunnel Blake)
versus
LEATHERNECK BLACKIE
Natchez Hard Boiled Egg.
Weapons: Colt 45s.
Distance: 15 yards.
Rules: None.
Object: Shoot to kill.
At the
..... Theatre.

Mary Astor Literally Trained to be a Star

Mary Astor's dramatic training began when she was a child. She won a scholarship after three years of study in the Chicago School of Dramatic Education.

Going to New York City, Miss Astor's first screen work was in "The Beggar Maid." Her latest successful pictures have been with Richard Barthelmess in "The Bright Shawl," and in William de Mille's "The Marriage Maker."

"The Fighting Coward," a James Cruze Paramount production which opens next at the Theatre, marks Miss Astor's most recent screen work. She has the role of a young southern girl who marries the hero of the story when her flirtatious older sister, to whom he is engaged, will have nothing more to do with him because he will not fight a duel with a disappointed suitor.

Cullen Landis plays this role of Tom Rumford, born in the south but reared in the north, and who consequently knows little or nothing about the 'code of honor' in the South at this time.

Others featured with Miss Astor and Landis in this production are Ernest Torrence, Noah Beery and Phyllis Haver.

Mississippi Stern Wheeler Rebuilt for New Paramount

"The Wild Wagoner," one of the famous Mississippi River steamboats which plied the southern waters prior to the Civil War is recreated in James Cruze's newest Paramount production, "The Fighting Coward," coming to the Theatre next..... and featuring Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis. The old stern wheelers which once carried passengers, slaves and cotton

ws for the Newspapers

Along the Mississippi, where there is a climax that is a climax. Does Tom win the game? Is he make Patterson's humiliation he brought upon

made. And he's done even more with "The Fighting Coward."

You'll get a good laugh out of the scene where one of the characters engages another in a gambling game and relieves him of even his clothes.

for in the South. Tarkington's story, Civil War. Real old southern mansions, steamboats, levees and plantations serve as the background for the dramatic action.

Natchez turned out to be a man to assist the director in making his new production a faithful motion picture record of life in the South about 1850.

James Cruze has established a reputation for the notable casts of his productions, and the list of players, who appear in "The Fighting Coward," is of the same brilliant character as the rosters of "The Covered Wagon" and the rest.

Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis are featured in the picture, which opens a days run at the Theatre next Others include Carmen Phillips, Bruce Covington, Helen Dunbar and Frank Jonasson.

Landis has the role of Tom Rumford, southern born but northern bred, who returns to his home in the South and becomes engaged to his cousin. He encounters the terrible duelling code which prevails, and of which he is ignorant. He is challenged to a duel by a rival for the girl's hand, and refuses because he firmly believes that this is just a polite form of murder. He is driven from his home and deserted even by his sweetheart.

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Oddly enough, Torrence, who first gained fame on the screen in powerful but villainous characters, was a comedian of international note on the stage. In real life, he is known to his intimates as the most genial and kindly of men. Conjure in your imagination a man portraying such characters, who has been and still is a master musician and singer, a musical comedy and farce comedian of Broadway fame.

Torrence is said to have his greatest role since "The Covered Wagon" in "The Fighting Coward." His "Gen. Jackson" is that of a gambling, fighting man, who takes a fancy to a young fellow, who has ambitions to be considered a dangerous gun-fighter.

The picture is an adaptation by Walter Woods of the stage play, "Magnolia," by Booth Tarkington.

Featured with Torrence are Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis, and others include Bruce Covington, G. Raymond Nye, Richard Neal, Carmen Phillips, Helen Dunbar and Frank Jonasson.

Mark Twain Story Used As Text Book During Filming

Mark Twain's famous story, "Life on the Mississippi," was used as a text book by James Cruze in filming his latest production for Paramount, "The Fighting Coward."

The producer, who carried a large company of players and technicians to Natchez on the Mississippi river, found Mark Twain's book was held in the highest respect by old-timers, who say it is a true portrait of the days of 1850 according to the traditions, which came to them through their parents.

"The Fighting Coward," which was adapted to the screen by Walter Woods from a recent stage play, "Magnolia," by Booth Tarkington, deals with the days before the Civil War in the South.

Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis are the featured players.

Watching Technicalities in Picture Production

By Walter Woods

(Scenarist of the James Cruze Paramount production, "The Fighting Coward," coming to the Theatre next)

Scenarists who turn to the past for their stories take their professional reputations into grave danger.

The most careful and painstaking research is necessary for an historical scenario. Otherwise inaccuracies will creep in.

In "The Fighting Coward" we thought of making a certain scene on a dock. Inquiry revealed the fact that landing stages are rarely used on the Mississippi River and in the time the picture takes place were impossible owing to the erratic nature of the river waters.

Another place in the scenario we wished to halt the action by having a group of people hear a sound which indicated the arrival of a river steamer. Naturally, the first thought was to have the steamboat whistle blow. Further inquiry brought to light the fact that boats did not adopt whistles until the middle fifties, nearly ten years after the action in "The Fighting Coward" takes place. Prior to the general use of whistles, signals were given by a large stationary bell with a heavy clapper.

Throughout the entire work of preparing the scenario for the production we were constantly on the alert for possible mistakes in historical color.

The work of the Paramount research department was closely scrutinized by well informed residents of the Mississippi River district when the picture company arrived on location. Not a single inaccuracy was discovered.

The featured players in "The Fighting Coward" are Ernest Torrence, Mary Astor, Phyllis Haver and Cullen Landis.

Booth Tarkington is the author of the stage play, "Magnolia," from which the picture was adapted.

Thousands in Worthless Currency in New Cruze Production

Paper money worth hundreds of thousands eighty years ago but valueless today, is used in certain scenes of the latest James Cruze Paramount production, "The Fighting Coward," which will be the feature at the Theatre next

During the time the company was on location on the Mississippi River, James Cruze was offered large quantities of the paper money issued by the Mississippi Railroad Co. prior to the Civil War. The notes are dated 1839 and are signed by the president and cashier of the company. Each note was payable, with five per cent interest, twelve months after issue.

This money was used in filming gambling scenes in a Natchez gambling hall as it existed in 1848.

Large numbers of Confederate notes were also offered to the man who made "The Covered Wagon" but were rejected owing to the fact that they were not printed until many years after the action in "The Fighting Coward" takes place.

Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis are featured in the picture.

One of America's Vanished Cities Recreated on Screen

James Cruze in his new Paramount production, "The Fighting Coward," featuring Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis, recreates for motion picture audiences one of America's vanished cities.

Natchez on the Mississippi today is entirely different from the Natchez of 1848 when the story told in "The Fighting Coward," which opens at the Theatre next takes place.

In filming the picture, Cruze has reproduced Natchez as it was about seventy-five years ago, built on the bluff-and-cliff formation unique on the Mississippi.

"The Fighting Coward" is an adaptation of "Magnolia," the Booth Tarkington stage success which ran on Broadway during 1923. It's a melodramatic comedy of pre-war days in the South.

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Noah Beery, "Bad Man," in His Wickedest Role

Noah Beery, motion picture, "bad man," plays the wickedest role in his entire screen career.

As "Blackie," he is officially credited with the killing of eighteen men in the latest James Cruze Paramount production, "The Fighting Coward," opening at the Theatre next

The story, by Booth Tarkington, takes place in 1848, when the dueling code was still active in the United States and when it was possible for men to commit murder under the guise of a duel.

Beery has appeared in many heavy roles, but this one is avowedly the "heaviest" of all.

Ernest Torrence also has a more or less villainous role in this production.

Other featured players are Mary Astor, Phyllis Haver and Cullen Landis.

The Notorious Colonel Blake

Also known as "The Fighting Coward"

Teaser Suggestion

Get This Up as Though it Were Colonel Blake's Personal Card

Peppy Reviews for

(Review No. 1)

James Cruze again!

What more need be said when one recalls such pictures as "The Covered Wagon," "Hollywood," "Ruggles of Red Gap" and "The Ladies?"

"The Fighting Coward," Cruze's newest production for Paramount had its first local showing at the yesterday.

It's an adaptation by Walter Woods of Booth Tarkington's stage success, "Magnolia," which ran on Broadway during 1923.

Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis are featured in the principal roles.

The story is an entertaining southern love comedy-drama.

Cullen Landis plays Tom Rumford who returns to his home after years spent with a step-uncle in Philadelphia. He knows nothing of the dueling code prevalent in the southern states and is ordered from the house in disgrace when he refuses to fight a duel with Major Patterson for the girl he loves.

In Natchez he meets Gen. Orlando Jackson (Torrence), a fighting, gambling man who takes a fancy to the boy and builds up for him the reputation of a dangerous gun-fighter. The notorious Colonel Blake he calls him.

Seven years find Tom once more back at his folks' place. It is his moment for revenge. Years ago they had branded him a coward, a miserable houn' dog. Now he, the most feared and respected

are featured in his latest for Paramount, "The Fighting Coward." Cruze depends on knowledge of their art scene as he described

"The Fighting Coward" is a continuation of the Booth Tarkington play, "Magnolia."

Face to Face With Ghosts of 70

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(Review No. 2)

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Face to Face With the Ghosts of 70 Years Ago

The ghosts and realities of seventy years ago came face to face when James Cruze's newest Paramount production, "The Fighting Coward," entered a southern mansion in Mississippi and found the inhabitants clothed and living according to the ideals of pre-Civil War days.

During filming of scenes for "The Fighting Coward" on the banks of the Mississippi river, James Cruze, the man who made "The Covered Wagon" and his company received invitations to spend the evening in a mansion, which stood near the scene of operations.

Upon arrival, they made the astonishing discovery that nothing modern had ever been permitted to enter the result that the interior was a treasure of information concerning life in 1850. Their hosts wore the clothing of the fifties. The furnishings, the service, pictures, rugs and every detail of the mansion were three quarters of a century old. Those the members of the production company who were in costume fitted to their surroundings perfectly. The formation secured during their evening's entertainment proved of inestimable value in making every detail of "The Fighting Coward" absolutely correct.

Among the featured players in the picture, which opens next at the Theatre, no thus came face to face with yesterday, are Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis.

News for the Newspapers

Along the Mississippi, would you know them a thing or two. Here is a climax that is a climax. Does Tom win the girl back? Does he make Patterson pay for the humiliation he brought upon her? How? Better see the picture.

G. Raymond Nye plays Major Patterson. Phyllis Haver is Tom's fiancée. Mary Astor plays his younger sister.

Others in the supporting cast include Richard Neal, Carmen Phillips, Helen Dunbar and Ernest Torrence.

(Review No. 2)

"The Fighting Coward," produced by the man who made "The Covered Wagon," James Cruze, featuring Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis, was shown for the first time at the Theatre last night.

It's a story of a man and a young fellow who bluff everyone along the Mississippi, the idea being to convince folk that a gangster is about the most dangerous gun-fighter thereabouts. The whole thing is just one big thrill.

Cruze has established for himself a reputation of being the one director today who can take a true story, in this case an adaptation by Walter Woods of the stage play, "Magnolia," by Booth Tarkington, and get out of it every possible element of humor. "The Covered Wagon," a tense western drama, as produced by Cruze had some of the finest touches of anything ever

latest production for Paramount, "The Fighting Coward," Jonasson endured a series of insults and embarrassments during the time his company was working on location in Mississippi. Once, when he was observed leaving his bedroom with his make-up box, he was arrested for stealing, the alarm being raised by a maid. Another time, when he entered the hotel elevator with white guests, they left in a body and complained to the hotel clerk on duty. Several men threatened him with attack when he sat down in a rocking chair in the public lounge.

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made. And he's done even more with "The Fighting Coward."

You'll get a good laugh out of the scene where one of the characters engages another in a gambling game and relieves him of even his clothes.

Torrence is at his best in the character of Gen. Orlando Jackson, and Cullen Landis handles the leading man's role to perfection, while Noah Beery gives his usual excellent performance in a heavy role. Mary Astor and Phyllis Haver are well cast.

And there's a thoroughly capable supporting cast.

(Review No. 3)

Cruze and Tarkington. When these two get their heads together on a motion picture, you can expect something really big.

And "The Fighting Coward," a James Cruze Paramount production which is the feature at the Theatre this week, is BIG in every sense of the word.

It's a big story, portrayed by a big cast, which has made a big hit with the audiences.

There is action and heart-appeal galore in the production, a picture of Tarkington's stage success, "Magnolia."

It's a drama of the Mississippi in the days before the Civil War. Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis are featured.

Others include Bruce Covington, G. Raymond Nye, Richard Neal, Carmen Phillips, Helen Dunbar and Frank Jonasson.

Walter Woods made the screen adaptation.

Miss., which has born the name of "Magnolia," the title of the Booth Tarkington stage success, from which this picture was adapted, for more than seventy years.

Among the many southern mansions which were examined with a view to use in "The Fighting Coward," the one finally selected was the only one which has remained unchanged by modern improvements or surroundings. Situated on a bluff about two miles from Natchez and overlooking the Mississippi river, Magnolia remains today one of the finest examples of southern architecture before the civil war.

Several fine old mansions overlooking the river in Natchez or the vicinity have been spoiled for motion picture purposes by modernization or by modern surroundings. One fine house close to the river is sandwiched between saw-mills and backed by railroads.

Only the house itself was used by James Cruze in producing "The Fighting Coward." The splendid gardens of "Monmouth," another southern mansion at Natchez, were used for some of the out-door scenes in the picture.

The featured players in the production, which will be the feature at the Theatre on..... are Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis.

Difficulties Encountered Filming "Fighting Coward"

Unexpected difficulties were encountered by James Cruze in filming scenes for "The Fighting Coward," his latest production for Paramount, when the company arrived at Natchez, Miss., owing to the fact that the "father of waters" is practically without docks or wharves.

Although the Mississippi is one of the world's great trade arteries, nothing in the way of landing structures can be built except at New Orleans and other very large centres. The reason lies in the fact that the capricious river changes its level and its width with great frequency, sweeping away or submerging landing structures.

At one time landing floats and movable docks constructed of old boats were tried but proved impracticable. River steamers today continue the old time custom of coming alongside the bank and mooring fore and aft.

For certain scenes in "The Fighting Coward," it was necessary to build temporary structures close to the shore so that the cameras could be set up at the desired angles.

Players featured in the production are Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis.

Booth Tarkington is the author of the story, "Magnolia," from which the picture was adapted.

You Might Say This Fellow Made Money in "Wet Goods"

Motion pictures brought unexpected wealth to at least one cotton grower on the Mississippi river recently.

During the filming of "The Fighting Coward," James Cruze's latest production for Paramount, hundreds of bales of cotton were secured on a rental basis. When the cotton was returned to the owner, it had absorbed a great deal of moisture through exposure to the river air. Each bale was found to weigh considerably over the usual five hundred pounds. As market prices for cotton had advanced, the owner realized several thousand dollars more for his crop than he expected.

"The Fighting Coward," adapted by Walter Woods from the stage play, "Magnolia," by Booth Tarkington, comes to the Theatre on.....

The featured players are Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis.

GRAND DUKE.
THE FIGHTING COWARD
(The Notorious Cunnel Blake)
versus
LEATHERNECK BLACKIE
Natchez Hard Boiled Egg.
Weapons: Colt 45s.
Distance: 15 yards.
Rules: None.
Object: Shoot to kill.
At the
..... Theatre.

Mary Astor Literally Trained to be a Star

Mary Astor's dramatic training began when she was a child. She won a scholarship after three years of study in the Chicago School of Dramatic Education.

Going to New York City, Miss Astor's first screen work was in "The Beggar Maid." Her latest successful pictures have been with Richard Barthelmess in "The Bright Shawl," and in William de Mille's "The Marriage Maker."

"The Fighting Coward," a James Cruze Paramount production which opens next at the Theatre, marks Miss Astor's most recent screen work. She has the role of a young southern girl who marries the hero of the story when her flirtatious older sister, to whom he is engaged, will have nothing more to do with him because he will not fight a duel with a disappointed suitor.

Cullen Landis plays this role of Tom Rumford, born in the south but reared in the north, and who consequently knows little or nothing about the 'code of honor' in the South at this time.

Others featured with Miss Astor and Landis in this production are Ernest Torrence, Noah Beery and Phyllis Haver.

Mississippi Stern Wheeler Rebuilt for New Paramount

"The Wild Wagoner," one of the famous Mississippi River steamboats which plied the southern waters prior to the Civil War is recreated in James Cruze's newest Paramount production, "The Fighting Coward," coming to the Theatre next and featuring Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis.

The old stern wheelers which once carried passengers, slaves and cotton cargoes have practically disappeared but their memory is still vivid in the colorful stories which abound on the shores of one of the world's mightiest trade routes. The only boat now operating on the river which resembles those used in 1848 is the "America," a sternwheel cotton craft.

The "America" was secured by the motion picture company. Using sixty year old photographs of "The Wild Wagoner" as guides, the "America" was completely made over and today floats upon the broad waters of the Mississippi bearing the name of Winfield Scott, a vessel which was broken up for scrap many years ago.

Why Cruze Is the Fastest Producer in Pictures Today

James Cruze, the man who made "The Covered Wagon," applies an axiom to picture making which is an attribute common to all the world's most successful executives.

It is the law of "the early start." Nothing is permitted to interfere with this rule. According to a saying current among the members of James Cruze's company, it is possible to set a watch by him. He starts work exactly at the time set as if he was operating a transcontinental train.

The "early start" rule, combined with careful preparation for every scene, has made James Cruze one of the quickest and most efficient directors of the present day.

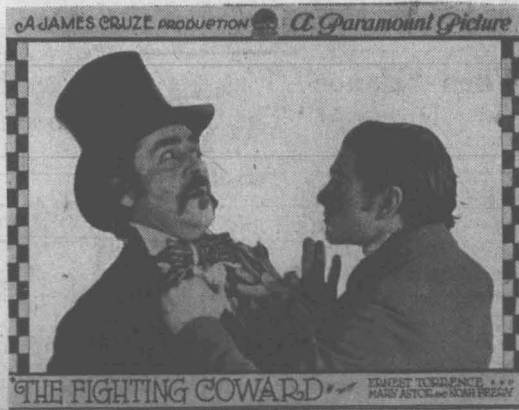
In filming scenes for "The Fighting Coward," his latest Paramount production, he traveled over four thousand miles to and from location in Mississippi and completed the picture in a trifle under six weeks.

Booth Tarkington wrote the story, and Ernest Torrence, Mary Astor, Noah Beery, Phyllis Haver and Cullen Landis are featured.



James Cruze's "THE GO-GET-'EM PAPER TO

"If It's Worth Running



It's
INSERT

Inserts cards
of the post
find a do
for them.



SET OF EIGHT COLORED LOBBY CARDS

Price List For Advertising Material

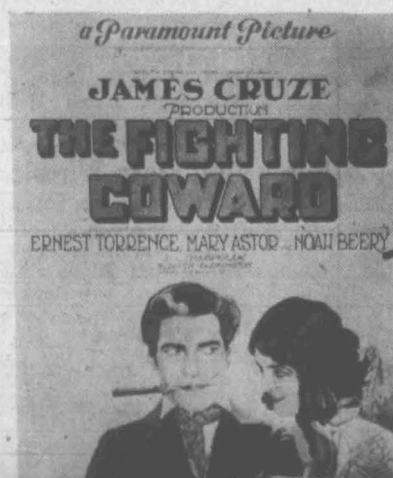
All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—The prices quoted below are base prices only. The more advertising you buy, the less the individual advertising costs. Talk to your local Ad Sales Manager about **QUANTITY PRICE CONCESSIONS**. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

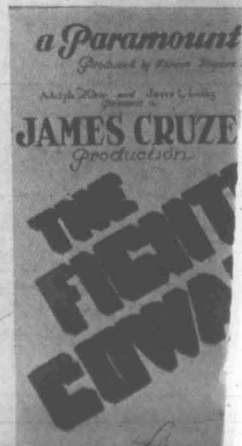
For Outdoor Advertising	
POSTERS (as illustrated on this page)	
One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40
PHOTOS FOR YOUR LOBBY	
20 x 28 (Colored)40
11 x 14 Set of Eight (Colored)60
For Newspaper Ads	
ADVERTISING CUTS	
One Column35
Two Column65
Supplementary (Two Column).....	.25

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column65
Two Column10
Supplementary (Two Column) (Adv. Only) ..	.10
Three Column15
Four Column (Adv. Only)25
FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES, (Size 17 x 43 in.) ..	1.50
Insert Cards (14 x 36 in. to fit above)35
Heralds, per thousand	3.00
Window Card07
Announcement Slide15
Publicity Photos, Each10
Trailers—National Screen Service	
126 W. 46th St., New York City	
845 So. Wabash Ave., Chicago, Ill.	
917 So. Olive Street, Los Angeles, Cal.	
284 Turk St., San Francisco	

Press Books and Music Cues are gratis.



Ask your local Ad Sales Manager
about the new special proposition
on 22 x 28 lobby cards and frames!



e's "The Fighting Coward" TO CONQUER ALL THE FANS

Running, It's Worth Advertising"



It's Colored

INSERT CARD

Inserts cards are the handy men of the poster family — you'll find a dozen different uses for them. Any they're cheap!



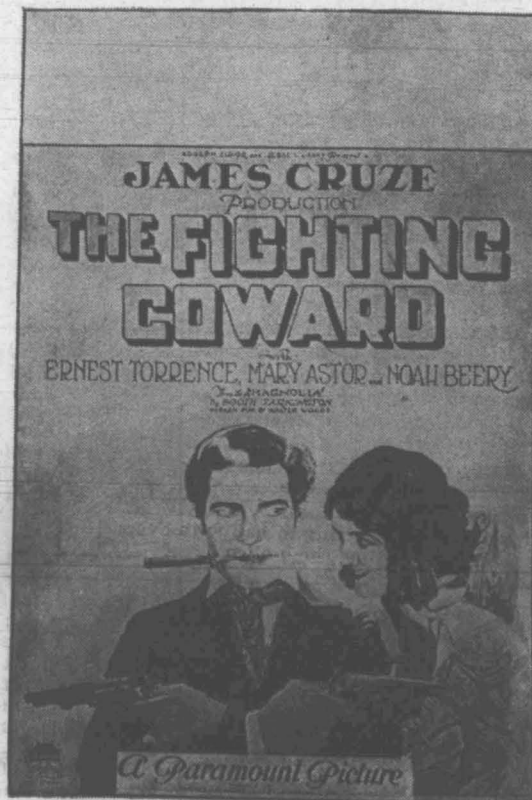
COLORED LOBBY PHOTOS—EACH 11" x 14"

WINDOW CARD

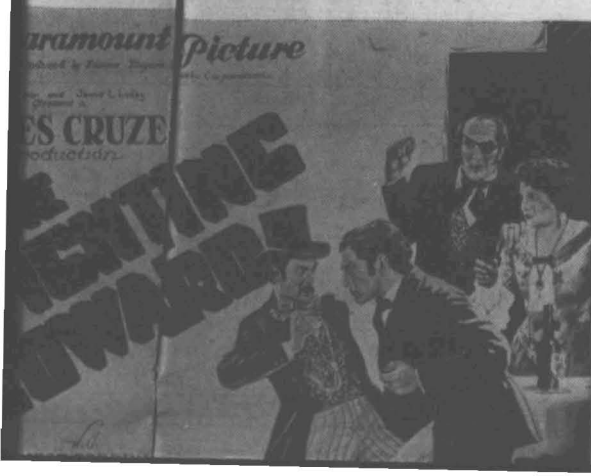
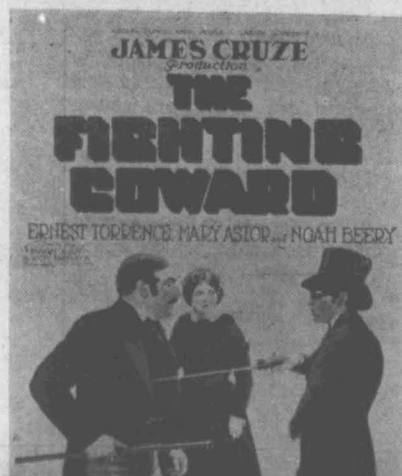
On the right is a reproduction of the window card on "The Fighting Coward."

The original is a beauty—strikingly colored and a positive eye-catcher.

At 7c apiece—less in large quantities—you'll surely want a lot of them to distribute in your local stores.



Put the picture over the top by putting posters over the town. Here are real business-getters!



THE FIGHTING COWARD

ERNEST TORRENCE
MARY ASTOR
NOAH BEERY

THE FIGHTING COWARD

ERNEST TORRENCE
MARY ASTOR
NOAH BEERY

SET OF EIGHT COLORED LOBBY CARDS

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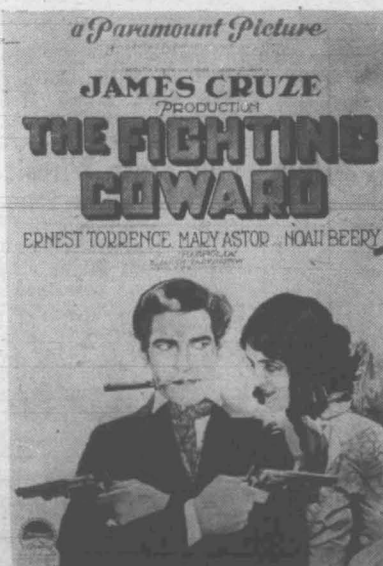
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20 x 28 (Colored)	.40
11 x 14 Set of Eight (Colored)	.60

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Two Column	.65
Supplementary (Two Column)	.25

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column	.05
Two Column	.10
Supplementary (Two Column) (Adv. Only)	.10
Three Column	.15
Four Column (Adv. Only)	.25
FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
Insert Cards (14 x 36 in. to fit above)	.25
Heralds, per thousand	3.00
Window Card	.07
Announcement Slide	.15
Publicity Photos, Each	.10
Trailers—National Screen Service	
126 W. 46th St., New York City	
845 So. Wabash Ave., Chicago, Ill.	
917 So. Olive Street, Los Angeles, Cal.	
254 Turk St., San Francisco	

Press Books and Music Cues are gratis.



One-Sheet Poster 1A

Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



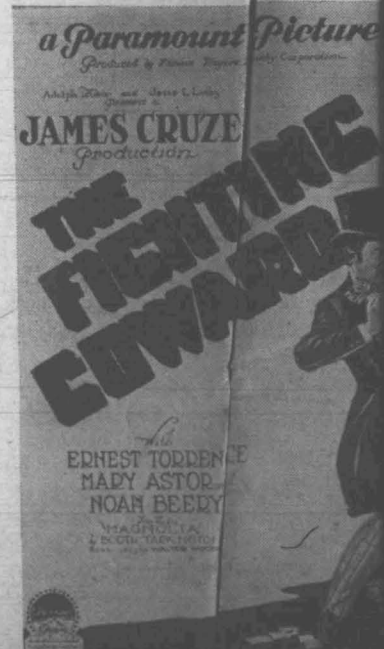
Colored Lobby Card (22" x 28")



Three-Sheet Poster 3A



Twenty-four Sheet



JAMES CRUZE
PRODUCTION
**THE
FIGHTING
COWARD**

ERNEST TORRENCE
MARY ASTOR
NOAH BEERY



A Paramount Picture

THE FIGHTING COWARD ERNEST TORRENCE MARY ASTOR NOAH BEERY

THE FIGHTING COWARD ERNEST TORRENCE MARY ASTOR NOAH BEERY

COLORED LOBBY PHOTOS—EACH 11" x 14"

WINDOW CARD

On the right is a reproduction of the window card on "The Fighting Coward."

The original is a beauty—strikingly colored and a positive eye-catcher.

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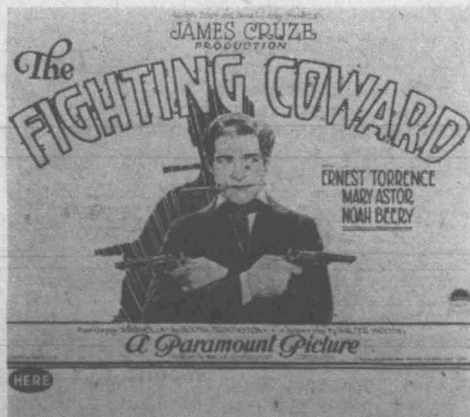
JAMES CRUZE
PRODUCTION
**THE FIGHTING
COWARD**

ERNEST TORRENCE, MARY ASTOR, NOAH BEERY

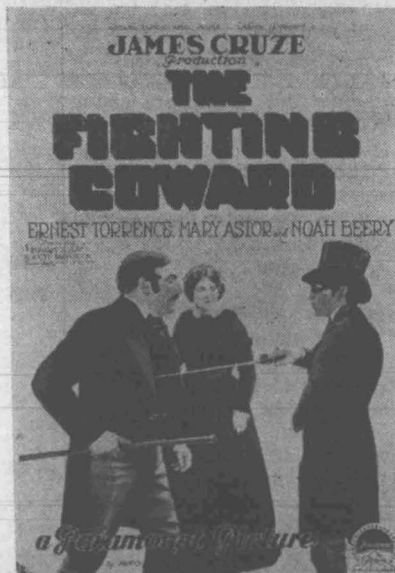


A Paramount Picture

Put the picture over the top by putting posters over the town. Here are real business-getters!



Announcement Slide



One-Sheet Poster 1B



Three-Sheet Poster 3B

JAMES CRUZE
PRODUCTION
**THE FIGHTING
COWARD**

ERNEST TORRENCE, MARY ASTOR
and NOAH BEERY

From the play "MAGNOLIA"
by BOOTH TARKINGTON
SCREEN PLAY BY WALTER WOODS

a Paramount Picture

Produced by FAMOUS PLAYERS-LASKY CORPORATION

Twenty-four Sheet Poster 24A

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